

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)  
NIH - TASK ORDER

RFTOP# 109      TITLE: NCI Director's Consumer Liaison Group  
(DCLG) Advocacy Survey

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073      Fax- (301) 435-6101

Proposal Address:  
6011 Executive Blvd. Rm 529S  
Rockville, MD 20892-7663  
Bethesda, MD 20892-2045

Billing Address:  
Accounts Payable, OFM, NIH  
Bldg 31, Room B1B39

B. PROPOSED PERIOD OF PERFORMANCE: One year from date of award (target award date is 12/13/02). The bulk of the work will be completed in the first five months of the contract. The award will be renewable for up to 4 option years. Tasks for the option years will be similar to the tasks of year one.

C. PRICING METHOD: Time and Materials. Currently available funding for year one is limited to \$85,000. A firm that is available to complete this project for less than that amount is invited to propose a lower price for the successful execution of this task. Price will be a consideration in the determination of the firm that is selected for award. If, in the opinion of your firm, this is not a sufficient amount to complete the task order, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the tasks.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Proposals should not exceed 25 pages (not including resumes, proposed budgets and examples of past work).

E. RESPONSE DUE DATE: Monday, December 2, 2002 by 12:00 PM EDT

F. TASK DESCRIPTION:

**Director's Consumer Liaison Group (DCLG)**

**Background:**

NCI divisions and offices frequently work with consumer advocacy organizations, scientific and professional societies, and federal agencies. The Office of Liaison Activities (OLA) was

established in 1996 to serve as the central point of contact at NCI for these key constituents of NCI. The office is responsible for communicating, cooperating, and collaborating with these groups to promote common goals. OLA serves as a central point of contact for these organizations, and tailors information dissemination to these organizations. OLA also supports two programs that involve consumer advocates in NCI programs and planning. The NCI Director's Consumer Liaison Group (DCLG) advises the Director, NCI about issues of interest to cancer consumer advocates. Through the Consumer Advocates in Research and Related Activities (CARRA) program, NCI includes consumers in its scientific and communication activities such as peer review or publication development. OLA facilitates this process and matches advocates' skills and interests to NCI activity needs.

The Director's Consumer Liaison Group (DCLG) is NCI's first all-consumer advisory body. It makes recommendations to the Director of NCI from the consumer advocate perspective on a wide variety of issues, programs, and research priorities. The DCLG consists of 15 consumer advocates who are involved in cancer advocacy. They reflect the diversity among those whose lives are affected by cancer. NCI brings together these advocates from many communities and creates a two-way communication, which enables them to interact directly with the scientific community at NCI.

### **Survey**

The NCI Director's Consumer Liaison Group (DCLG), is interested in surveying the cancer advocacy community. The purpose of the survey is to identify research related issues of critical importance to the cancer advocacy community.

Overall survey goals are:

- Collect critical information on advocacy organizations to segment them appropriately and target outreach accordingly.
- Identify the priorities the advocacy community deems most important to improve cancer outcomes.
- Measure and track advocacy organizations' perceptions of the DCLG.
- Measure and track advocacy organizations' perceptions of selected NCI communication and research activities.

The survey will be administered to approximately 200 cancer advocacy organizations around the country. Final and complete results of the survey are needed no later than April 30, 2003. Within one week of the award of the contract, the contractor will arrange and participate in an initial meeting with OLA to discuss the survey.

Tasks will include:

- Prepare and submit task order management plan with requirements and timeline for OLA approval within 5 business days of initial meeting.
- Meet with project officer as needed but not less than every other week (bi-weekly) unless otherwise specified by the project officer. (Meetings may be either in person or via telephone as determined by OLA.)
- Provide summary and status report of each meeting within 2 business days of the meeting.

- Identify the most effective way to administer the survey for the highest rate of return.
- Design and develop the mechanism for administering the survey.
- Design and develop the survey including up to five drafts of the survey for approval by OLA and DCLG of each draft.
- Implement changes to the drafts of the survey based on comments from OLA and DCLG.
- Test survey with a sample population.
- Review results from test sample with OLA and DCLG.
- Implement changes to the survey based on feedback from the test sample.
- Prepare final draft of the survey for approval by OLA and DCLG.
- Identify key individuals at the organizations to complete the survey (the list of organizations will be provided by OLA and DCLG).
- Prepare and deliver a hard copy and electronic version of the survey to OLA.
- Collect and maintain contact information for those key individuals and organizations.
- Administer the survey.
- Collect results of the survey.
- Follow-up with non-respondents to solicit responses.
- Follow-up on any missing information from the results of the survey (i.e. incomplete information).
- Send acknowledgement and thank you to survey participants.
- Enter all data/results into a access database or excel spreadsheet as directed by OLA.
- Prepare a detailed written report of the results including an executive summary and graphical illustrations where appropriate.
- Present results to OLA and DCLG both orally and in writing.
- Give data and all results to OLA and database administrator.
- Prepare a lessons learned/recommendations report and provide to OLA.
- Prepare a professional style report/presentation in Microsoft power Point for use by DCLG members or OLA staff, which provides details of the survey and the results targeted to each of the following audiences:
  - NCI Staff
  - Cancer advocates
  - General

In addition, provide these in both hardcopy and electronic format to OLA.

- Revise survey (based on results and lessons learned) for use the following year.
- Provide OLA with versions and documentation of data and results in an electronic format (access database or Microsoft excel spreadsheet), which is easily transferable to another database (possibly Oracle), and hardcopy.

\*All hardcopy and electronic reports, forms, etc. should be submitted in either Microsoft Word 97-2000 unless otherwise indicated.

**\*\*All data, products, forms, databases, etc. created by the contractor will become the sole property of the government and will be turned over to OLA upon completion of its associated task.**

**\*\*\*All survey and data information is strictly confidential and shall be maintained to ensure confidentiality. This process must be approved by OLA.**

### **Tasks for Option Years**

Tasks for option years will be similar to the tasks listed above. However, since the survey will already have been developed, only modifications will be needed to the survey and no test of a sample population will be necessary, unless major modifications are needed.

## **G. EVALUATION FACTORS**

**Technical Factors:** (30 points) The vendor must demonstrate a clear understanding of the survey technique and methodology including writing and administering surveys and evaluating their results. The vendor must demonstrate a clear understanding of the requirements and tasks in this SOW and provide a clear statement of how they will be performed including but not limited to; the ability to create, implement and evaluate a survey for a target population. This includes knowledge of effective survey techniques, evaluation methodology. Additionally, the labor hour table must reflect an accurate understanding of the scope and requirements of implementing a survey of this type in the time required.

**Staff:** (30 points) The vendor must provide a management plan and qualified staff to implement all aspects of the required work. Expertise in writing and administering survey is required. Technical expertise and the ability to design and implement practical solutions are critical. Credentials, experience, and availability for all staff must be presented.

**Organizational Experience and Past Performance:** (25 points) The vendor must provide information about past performance on similar projects including information and examples of surveys developed in the past that involve input from multiple groups of stakeholders during the development of the survey. Also, please provide information and examples of any special use of technology (such as online surveys) implemented in past projects. It is important that the vendor have a demonstrated record of quality products, completion of tasks with budget and established deadlines, and achievement of project goals and objectives.

**Cost:** (15 points) While price is not the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

RFTOP# \_\_\_\_\_ TITLE: \_\_\_\_\_  
**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_ TO**  
**# NICS-\_\_\_\_\_**  
 Contractor: \_\_\_\_\_  
 Points of Contact: \_\_\_\_\_  
 Phone- \_\_\_\_\_ Fax- \_\_\_\_\_  
 Address: \_\_\_\_\_

TOTAL ESTIMATED COST:	Pricing Method
TOTAL ESTIMATED NUMBER OF HOURS:	
PROPOSED COMPLETION DATE:	

FOR THE CONTRACTOR: \_\_\_\_\_

Signature Date

**SOURCE SELECTION:**

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX #	Signature - Project Officer	Date
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APPROVED: \_\_\_\_\_  
 FAX # \_\_\_\_\_ Signature - Contracting Officer \_\_\_\_\_ Date \_\_\_\_\_

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**NIH APPROVAL -**

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT  
WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: \_\_\_\_\_  
Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date